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**FOR IMMEDIATE RELEASE**

## **BROTHER INTERNATIONAL CORPORATION HELPS IN THE FIGHT AGAINST BREAST CANCER**

*Brother® Donates \$10,000 to Lee National Denim Day® and the  
Woman's Cancer Programs of the Entertainment Industry Foundation!*

BRIDGEWATER, N.J. – For the second year in a row, Brother International Corporation in collaboration with Lee® Jeans is proud to support Lee National Denim Day® in the fight against breast cancer. This grassroots program, which has raised more than \$75 million for breast cancer research, will take place October 2, 2009 at participating authorized Brother Innov-is dealers across the country. This year, Brother is generously donating \$10,000 to this cause and is encouraging their dealers and employees to donate \$5 and don denim on Lee National Denim Day®.

Sewing, quilting and embroidery dealerships nationwide have been encouraged by Brother to support this program by embellishing their denim with pink-ribbon embroidery designs on their jeans, jackets, bags and other apparel. Dealers are encouraged to wear denim and have fundraisers for donations to the Women's Cancer Programs of the Entertainment Industry Foundation (EIF). Funds raised support some of the most promising treatments and early-detection research in the country, as well as the grassroots advocacy work of the National Breast Cancer Coalition.

Funds raised from participation in Denim Day will support:

- Groundbreaking research at Lee Translational Laboratories nationwide to find less toxic, more effective treatments.
- Development of an early detection blood test in collaboration with the Breast Cancer Biomarker Discovery Project.
- Grassroots advocacy work of the National Breast Cancer Coalition to help educate those faced with breast cancer.

In 2009, the program will also benefit the personal foundation of the 2009 Lead Ambassador Christina Applegate – Right Action for Women Foundation. With this new layer, donations will be working even harder to fight the disease.

“Encouraging our employees, dealers and customers to support Denim Day® by embroidering a pink ribbon on denim apparel is easy and fun for those who are already enthusiastic about embellishment and denim reconstruction. Plus it is a great way to garner support for breast cancer research which affects so many women each year, a cause that is very important to our customers and employees. Brother is proud to support this cause again this year,” said Dean F. Shulman, senior vice president of Brother International Corporation and head of the company's home appliance division.

Brother has suggested that participating Brother dealers put their own twist to Lee National Denim Day® by hosting events at their stores. Brother dealers have been encouraged to invite customers to embellish jean pockets, pant legs and jackets with any type of embroidery, including the pink ribbon for breast cancer awareness. At participating dealer events, attendees can donate to Lee National Denim Day® and construct newly embellished attire with

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complimentary pink-ribbon designs from Brother and Lee. All events are intended to commemorate the fundraising accomplishments and reinforce the message of the importance of early detection. Interested supporters are encouraged to visit [www.brother.com](http://www.brother.com) to find their local participating Authorized Brother Innov-is Dealer to learn more.

“Every year we are inspired by the number of people at thousands of organizations across the nation who join us in wearing denim on Lee National Denim Day,” said Liz Cahill, vice president of marketing communications for Lee Jeans. “The money they’re raising will be used to advance some of the most promising breast-cancer research in the industry, and we can’t thank them enough,” she said.

Although the month of October is designated as Breast Cancer Awareness Month, breast cancer awareness and support is a year-round mission for many. Therefore, Brother is encouraging promotion and support of breast cancer research for the whole year. For more information about Brother International Corporation please visit [www.brother.com](http://www.brother.com) or call 1-800-4-A-BROTHER.

#### **About Lee Jeans**

Lee® Jeans is a division of VF Corporation. (NYSE: VFC). Headquartered in Merriam, Kan., Lee manufactures and markets brand denim, casual pants, shirts, fleece and knit apparel. A brand committed to the community, Lee Jeans founded Lee National Denim Day®, one of the largest single-day fundraisers for breast cancer. For more information about Lee, visit [www.lee.com](http://www.lee.com).

**About The Entertainment Industry Foundation (EIF)**, as a leading charitable organization for the entertainment industry, has distributed hundreds of millions of dollars to support charitable initiatives addressing critical health, education and social issues. Through its Women’s Cancer Programs, EIF is funding some of the most promising breast cancer research, including Lee Laboratories nationwide focused on developing less toxic, more effective treatments and the Biomarker Discovery Project, a blood test for earlier detection of breast cancer. For questions about EIF’s Women’s Cancer Programs and information about breast cancer, visit [eifoundation.org](http://eifoundation.org) or call 800-426-0010.

#### **About Brother International Corporation**

Brother International Corporation has earned its reputation as a leading supplier of innovative products for the home sewing enthusiast. Through a growing network of sewing machine dealers and retail outlets nationwide, Brother offers a full line of home sewing machines, from basic to top-of-the-line sewing and embroidery machines. The company is recognized for its high-quality, state-of-the-art machines and accessories, offering ease of use and flexibility at affordable prices.

Brother is a wholly owned subsidiary of Brother Industries Ltd. With worldwide sales approaching \$5 billion, this global manufacturer was started almost 100 years ago by sewing fanatics.

Brother offers a diversified product line that includes fax machines, Multi-Function Center® machines, P-touch® Labeling Systems and both color and black & white laser printers for home, office and industry.

Bridgewater, New Jersey is the corporate headquarters for Brother in the Americas, from Canada to South America. It has fully integrated sales, marketing services, manufacturing, research and development capabilities located in the U.S. In addition to its headquarters in Bridgewater, New Jersey, Brother has facilities in California, Illinois, Massachusetts and Tennessee, as well as subsidiaries in Ohio, Canada, Brazil, Chile, Argentina and Mexico. For more information, you can visit the web site at [www.brother.com](http://www.brother.com).

